

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: DAVIS et al.  
Title: DIGITALLY MARKED OBJECTS AND PROMOTIONAL METHODS  
Appl. No.: 09/697,009  
Filing Date: 10/25/2000  
Examiner: Raquel Alvarez  
Art Unit: 3682  
Confirmation Number: 4530

**RECONSIDERATION OF REFERENCES**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Per the telephone conversation with Examiner Alvarez on October 25, 2011, attached is an SB/08 with the complete dates provided. These references were previously submitted in an Information Disclosure Statement filed on August 22, 2011. The listed references were submitted in compliance with 37 CFR § 1.97(b), before the mailing of a first Office Action after the filing of a Request for Continued Examination under § 1.114. On the Notice of Allowance mailed September 1, 2011, the references on the attached SB/08 were crossed out by the Examiner due to the fact that complete dates were not provided. For the Examiner's convenience, we have now provided the SB/08 with the complete dates.

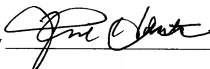
Applicants respectfully request that each listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

Although Applicant believes that no fee is required, the Commissioner is hereby authorized to charge any additional fees which may be due to Deposit Account No. 19-0741.

Respectfully submitted,

Date November 1, 2011

FOLEY & LARDNER LLP  
Customer Number: 23524  
Telephone: (608) 258-4292  
Facsimile: (608) 258-4258

By   
Paul S. Hunter  
Attorney for Applicant  
Registration No. 44,787